

# Digital Advertising Official Campaign Report

CSU Summer Accelerated Programs  
Accelerated Programs Fall 2020  
(Run Date: 09/20 - 12/31)



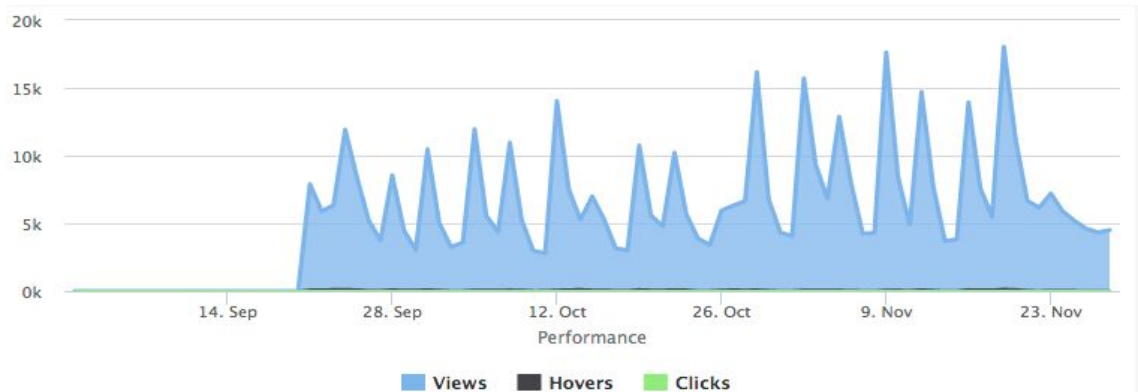
## Definitions for Your Understanding

To understand the metrics presented in this report, there is certain terminology that must be defined first for clarity:

- **Reach:** The number of people who saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same people.
- **Post Engagements:** The total number of actions that people take involving your ads. Can be composed of likes, reactions, comments, link clicks, video/picture clicks & views, etc.
- **Impressions:** The number of times your content, whether a post or a story, was shown to users. While commonly confused with reach, impressions are the total number of times your content could have been seen.

## Success Snapshot Thus Far (9/20-11/28)

*728x90 ad Collegian.com*



This is a snapshot of the performance of the 728x90 ad on the Collegian from the beginning of this campaign to November 28th, 2020. A final report will be made once the campaign is officially over.

## Current Stats (9/20-11/28)

**Goal Impressions (TOTAL):** 100,000

**Goal Hovers:** 500

**Goal CTR:** 0.02%

**Goal Clicks:** 25

**Impressions:** 494,496

**Hovers:** 4,885

**CTR:** 0.01%

**Clicks:** 36

## Social Media Campaign Performance

### COLLEGIAN FACEBOOK

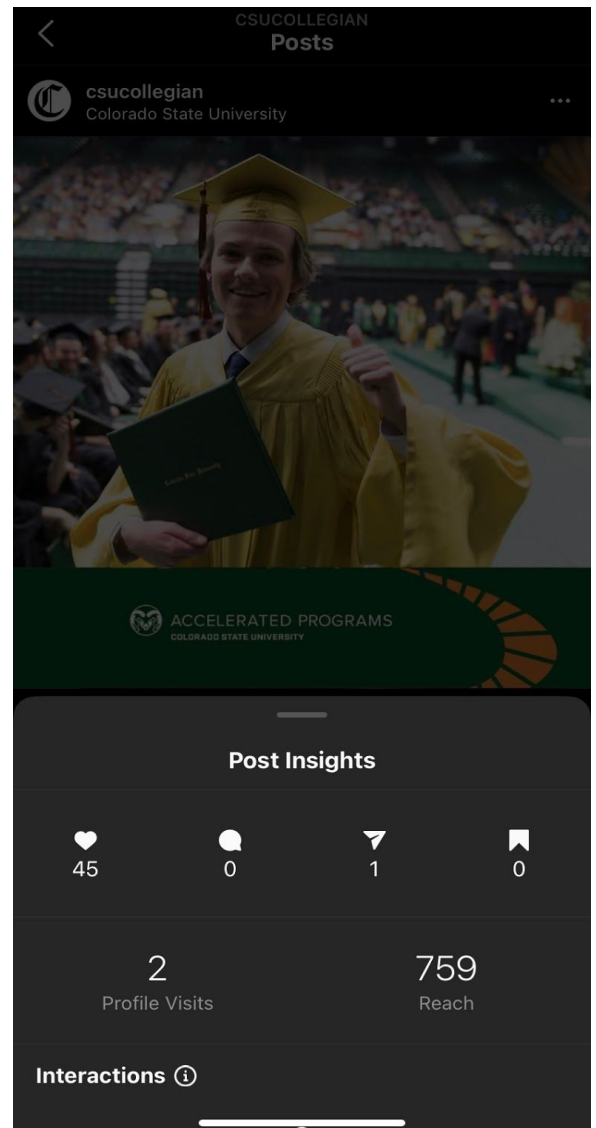
- 10/7  
Reached: 191  
Engagements: 5  
Clicks: 0
- 10/13  
Reached: 156  
Engagements: 3  
Clicks: 2
- 10/15 (Extra Post)  
Reached: 151  
Engagements: 1  
Clicks: 1
- 10/20  
Reached: 775  
Engagements: 24  
Clicks: 3
- 10/27  
Reached: 789  
Engagements: 55  
Clicks: 2
- 11/03  
Reached: 938  
Engagements: 100  
Clicks: 2
- 10/27  
Reached: 546  
Engagements: 72  
Clicks: 1

The screenshot shows a Facebook post from 'The Rocky Mountain Collegian with CSU Summer'. The post is sponsored content by CSU Summer. The text of the post reads: 'Accelerated Programs: A pathway for graduating in less than four years. Accelerated Programs are designed for students to supplement fall and spring courses with courses taken over two to three summers. Find participating programs and advisors: AcceleratedPrograms.colostate.edu #CSUAcceleratedPrograms #CSUSummer'. Below the text is a photo of a graduate in a purple and yellow sash holding up a green diploma. The post has 1,005 people reached and 78 engagements. A 'Boost Again' button is visible. A summary box shows the post was boosted on October 27 by Courtney Wayland, with 789 people reached and 55 post engagements. There are 50 reactions and 2 shares.



## INSTAGRAM

- 10/12  
Likes: 37  
Impressions: 795  
Reached: 721  
Profile Visits: 21
- 10/13  
Likes: 25  
Impressions: 673  
Reached: 592  
Profile Visits: 8
- 10/15  
Likes: 22  
Impressions: 706  
Reached: 621  
Profile Visits: 29
- 10/20  
Likes: 29  
Impressions: 731  
Reached: 678  
Profile Visits: 8
- 10/27  
Likes: 30  
Impressions: 754  
Reached: 682  
Profile Visits: 3
- 11/03  
Likes: 45  
Impressions: 820  
Reached: 759  
Profile Visits: 2
- 11/11  
Likes: 24  
Impressions: 732  
Reached: 660  
Profile Visits: 2



## KCSU



1. 10/7  
Reached: 153  
Engagements: 1  
Clicks: 0
2. 10/13  
Reached: 140  
Engagements: 3  
Clicks: 0
3. 10/15  
Reached: 139  
Engagements: 5  
Clicks: 2
4. 10/20  
Reached: 156  
Engagements: 3  
Clicks: 0
5. 10/27  
Reached: 151  
Engagements: 2  
Clicks:
6. 11/3  
Reached: 234  
Engagements: 5  
Clicks: 4
7. 11/10  
Reached: 166  
Engagements: 0  
Clicks: 0

## **Conclusion**

Because KCSU's Facebook does not have as high of a following as the Collegian's Facebook and Instagram, it is common to see reach and engagement not as high.

Next time, we would suggest trying Twitter for platform variation and limiting the caption length to less than 160 characters on Facebook and Twitter for better attention and engagement rates. For Instagram, longer text in captions is proven to work better. However, incorporating lots of tags into a caption can steer the audience away from reading the full caption itself.